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Tender

In-Market Representation Contract

WEST MIDLANDS GROWTH COMPANY LIMITED

F02: Contract notice

Notice identifier: 2021/S 000-009883

Procurement identifier (OCID): ocds-h6vhtk-02ae0c

Published 6 May 2021, 4:38pm

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House,2 Centenary Square

BIRMINGHAM

B12ND

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

<https://www.wmgrowth.com>

Buyer's address

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

In-Market Representation Contract

Reference number

2021-WMGC-0003

II.1.2) Main CPV code

- 79342000 - Marketing services
 - RB01 - For micro-economics
 - RB02 - For macro-economics
 - RB03 - For industrial economics
 - RB04 - For competition economics
 - RB06 - For trade economics
 - RB07 - For international economics
 - RB08 - For national economics
 - RB09 - For regional economics
 - RB10 - For geographical economics
 - RB11 - For banking economics
 - RB14 - For monetary economics
 - RB16 - For innovation economics
 - RB17 - For economic forecasting
 - RB18 - For public economics
 - RB19 - For private economics
 - RB20 - For market economics
 - RB21 - For planned economics

II.1.3) Type of contract

Services

II.1.4) Short description

WMGC Ltd as the contracting authority is seeking to contract with an in-market representation and delivery partner, to support in the delivery of a comprehensive programme of investment promotion and business development activities, as part of the Birmingham 2022 Commonwealth Games Business & Tourism programme

II.1.5) Estimated total value

Value excluding VAT: £321,750

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The Authority will reserve the right in awarding the Lots in any combination as long as that discretion to award the Lots demonstrates value for money

II.2) Description

II.2.1) Title

In-Market Representation Australia

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be across the West Midlands as the crow flies from postcode B1

II.2.4) Description of the procurement

Australia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £92,250

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

18

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The base contract value for Lot 1 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

II.2) Description

II.2.1) Title

Canada & North Eastern USA

Lot No

2

II.2.2) Additional CPV code(s)

- 79310000 - Market research services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The Place of performance will be across the West Midlands as the Crow Flies from postcode B1

II.2.4) Description of the procurement

Canada/USA in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £92,250

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

18

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The base contract value for Lot 2 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

II.2) Description

II.2.1) Title

India - In-Market Representation

Lot No

3

II.2.2) Additional CPV code(s)

- 79312000 - Market-testing services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79419000 - Evaluation consultancy services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be as the crow flies from postcode B1

II.2.4) Description of the procurement

India in-market business development representation to drive relationships with key stakeholders, generate a qualified pipeline of FDI prospects for the West Midlands, UK and support with in-market delivery of the West Midlands India Partnership, to drive bilateral trade and inward and capital investment from India to the West Midlands, UK.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £92,250

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

18

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The base contract value for Lot 3 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

II.2) Description

II.2.1) Title

Singapore & Malaysia In-market Representation

Lot No

4

II.2.2) Additional CPV code(s)

- 79300000 - Market and economic research; polling and statistics
- 79413000 - Marketing management consultancy services
- 79419000 - Evaluation consultancy services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The main place of performance will be throughout the West Midlands as the crow flies from postcode B1

II.2.4) Description of the procurement

Singapore & Malaysia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £45,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

18

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The base contract value for Lot 3 is £32,500 and achievement of contract target will result in further payment of £12,500. Tenderers must take note of these details when preparing their tenders as per ITT document.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As Per tender documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

Minimum Turnover per Lot will be applied

Minimum level(s) of standards possibly required

As Per Tender documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As Per Tender documents

Minimum level(s) of standards possibly required

As Per Tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As Per tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

7 June 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

7 June 2021

Local time

1:00pm

Place

In-Tend Portal

Information about authorised persons and opening procedure

Procurement Lead or Finance Manager

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

This procurement exercise is being conducted using In-Tend (e-tendering platform). All tenderers wishing to participate in this tender process are required to register on this link <https://in-tendhost.co.uk/wmgrowth/asp/Registration> and use the Register / Sign In button which is located on the left hand side of the page and complete the registration forms. Following registration, an e-mail will be sent to you advising of your user ID along with a reminder of your e-mail address and password. Details of the project are located under the current tenders link which is also where you can express an interest and receive the documentation. Once you have done this you must log back into the website using the details provided following registration and locate the contract document under Tenders, My Tenders on the menu. The Tender should be received no later than Friday 7th June 2021

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

B1 2ND

Email

ronny.tigere@wmgc.com

Telephone

+44 1212025115

Country

United Kingdom

Internet address

<https://www.wmgrowth.com>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

WMGC Ltd will incorporate a minimum of 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting Authority before the contract is entered into. The further clarification request of the intention to award must be sought within 10 days of issuing the intention to award letters